

Kate Gillespie

Associate Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

International Marketing, and Business in Emerging Markets

Biography

Kate Gillespie is an educator and researcher in the areas of international marketing, and business in developing countries. She studies global trade and investment, international consumer attitudes and behaviors, new venture startup, and political risk impacting markets, trade and expansion.

Gillespie is an associate professor of international business in the department of marketing at the McCombs School of Business, The University of Texas at Austin. She joined the faculty in 1984. Her previous appointments include associate director for the Center for Middle Eastern Studies at UT Austin, the director of the Middle Eastern program, College of Business Administration, University of South Carolina, and research associate to the president, Iran Center for Management Studies in 1978-79.

She received the College of Business Administration Foundation Award for teaching excellence in 1988-1989. Gillespie has worked overseas in Europe and the Middle East and has taught a doctoral course in Mexico.

Gillespie is the co-author of the textbook Global Marketing, fourth edition forthcoming, and has written chapters, essays and cases in numerous other books, including the Handbook of Islamic Marketing, and the International Encyclopedia of Marketing.

Her work has been cited over 750 times as recorded by Google Scholar.

Areas of Expertise

International Marketing, Business in Emerging Markets

Affiliations

Journal of International Management : Editorial Board, American Marketing Association: Past Chair, Handbook of International Marketing: Advisory Board

Event Appearances

Diasporas and International Business: Origins and Current State of the Literature

Diaspora Investment and Entrepreneurship: The Role of the People, their Movements and Capital in the International Economy

Asian Diasporas and the Facilitation of Counterfeit Marketing in Mexico

Diaspora Investment and Entrepreneurship: The Role of People, their Movements and Capital in the International Economy

Why Peripheral Subsidiaries Participate in Gray Markets

Summer Marketing Educators Conference

How Students Can Use Global Marketing to Help Communities in Developing Countries

Summer Marketing Educators Conference

Globalization, Biculturalism and Cosmopolitanism: The Acculturation Status of Mexicans in Upper Management

Academy of International Business Annual Meeting

Strategies for Teaching International Negotiation

George Washington University Faculty Workshop

Education

University of London - London Business School

Ph.D. International Business, Policy, and Marketing

University of Virginia

MBA. Business

Harvard University

B.A. Near Eastern Languages and Civilizations

Accomplishments

Favorite Teacher Award

Honored as a Favorite Teacher by the University of Texas at Austin MBA Classes of 1992 and 1997, 2002 Reunion.

Teaching Award for Assistant Professors

Awarded by the CBA Foundation.

Testimonials

Daniel Laufer, Ph.D.

Kate Gillespie is a leading expert in the field of international business. She has published articles in leading journals on a wide range of topics, including diaspora investment, acculturation and issues around smuggling and international trade. She has also played an important role on projects in my area of research as well, Crisis Management in a Global Context, and we have co-authored articles on this topic.

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